



City of Trinidad, Colorado

Job Description

Job Title: Marketing & Administrative Specialist
Department: Economic Development Department

Reports To: Economic Development Director
Date: March 2016

SALARY \$32,000/Annual

POSITION SUMMARY: The Marketing and Administrative Specialist is a new position that will have the overall responsibility for developing and the distribution of marketing materials and programs through various forms of media. Duties may also include special projects as assigned to by the supervisor.

SUPERVISION RECEIVED: Works under the direct supervision of the Director of Economic Development

SUPERVISION EXERCISED: None

ESSENTIAL DUTIES AND RESPONSIBILITIES: *The following statements are illustrative of the essential functions of the job and do not include other nonessential or peripheral duties that may be required. The City of Trinidad retains the right to modify or change the essential duties and additional functions of the job at any time without notice. Examples of duties are not intended to be all-inclusive or restrictive.*

- Create marketing materials.
- Deliver marketing materials to destinations in need of such.
- Customer service in regards to providing information requests from various sources about economic development and tourism activities.
- Assist with special projects as requested.
- Observes and follows established City and Department policies and procedures in the daily conduct of the job.
- Performs other duties as assigned by the supervisor.

IDEAL CANDIDATE:

The City of Trinidad seeks a creative and independent individual. The successful candidate will have the proven ability to think creatively, critically, and strategically, within independent judgment and initiative.

Excellent oral and written communication, public speaking, and presentation skills along with public relations will facilitate the ideal candidate's successful collaboration and interaction with elected officials, the tourism board, individuals, and groups. The ability to enhance relationships with local, regional, and statewide community leaders who represent various levels of community life is highly desired.

NECESSARY APPLICANT TRAITS:

- Strong organizational skills.
- Excellent written and verbal communication skills.
- Behave Ethically: Understand ethical behavior and maintain confidentiality when appropriate.
- Communicate Effectively: Speak, listen and write in a clear, thorough and timely manner using appropriate and effective communication tools and techniques.
- Must have good social skills and the ability to handle routine situations.
- Organization: Set priorities, develop a work schedule, monitor progress towards goals, and track details/data/information/activities.
- Establish effective working relationships with peers and supervisors.

QUALIFICATIONS:

- Experience with various social media platforms (Facebook, Instagram, Twitter, etc.)
- Experience with creative software (Photoshop, Dreamweaver, etc.)

- Working knowledge of Microsoft Office (Word, Excel, PowerPoint)
- Must possess a valid current state-issued driver's license and not be under suspension, revocation or denial nor have any prior alcohol related driving offenses within the last five years.
- Successful candidates must pass a background investigation and drug screen prior to employment.

TOOLS AND EQUIPMENT USED:

Personal computer, Microsoft Office Suite, and databases; phone; fax and copy machine.

WORKING CONDITIONS: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Work is performed mostly in office settings. Outdoor work is required in the distribution phase of the job.

Position requires prolonged sitting, standing, walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities. The position also requires grasping, repetitive hand movement and fine coordination in preparing statistical reports and data using a computer keyboard. Additionally, the position requires near and far vision in reading correspondence and statistical data and using a computer. Acute hearing is required when providing phone and personal service, and speech sufficient to communicate in a group setting without the aid of a microphone. The noise level in the work environment is usually quiet to moderate.

The employee must be able to lift and/or move up to 25 pounds frequently and up to 50 pounds occasionally. Specific vision abilities required by this job include close/distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

INTERPERSONAL COMMUNICATION:

Requires the ability of speaking and/or signaling people to convey or exchange information. Includes giving assignments and/or directions to co-workers or assistants.

LANGUAGE ABILITY:

Requires the ability to read a variety of informational documentation, directions, instructions, and methods and procedures related to the job of Marketing and Administrative Specialist. Requires the ability to write reports with proper format, punctuation, spelling and grammar, using all parts of speech. Requires the ability to speak with and before others with poise, voice control, and confidence using correct English and a well-modulated voice.

INTELLIGENCE:

Requires the ability to learn and understand basic to complex principles and techniques; to make independent judgments in absence of supervision; to acquire knowledge of topics related to the job of Marketing and Administrative Specialist.

VERBAL APTITUDE:

Requires the ability to record and deliver information to supervisors and officials; to explain procedures and policies; and to follow verbal and written instructions, guidelines and objectives.

INTERPERSONAL TEMPERAMENT:

Requires the ability to deal with people (i.e. staff, supervisors, general public and officials) beyond giving and receiving instruction such as in interpreting departmental policies and procedures. Must be adaptable to performing under minimal stress when confronted with an emergency related to the job of Marketing and Administrative Specialist.

PHYSICAL COMMUNICATION:

Requires the ability to talk and/or hear: (talking - expressing or exchanging ideas by means of spoken words.) (Hearing – perceiving nature of sounds by ear).

BENEFITS:

- Major medical insurance coverage
- Sick leave and paid vacation
- Retirement plan

For more information about this position, contact: Jonathan Taylor, Economic Development Director at jonathan.taylor@trinidad.co.gov or (719) 846-9843 ext 130.

APPLICATION DEADLINE:

Applications can be obtained from the Human Resources Department at City Hall, 135 N. Animas Street, Trinidad, CO 81082, downloaded from our website, www.trinidad.co.gov, and submitted to HR@trinidad.co.gov or submitted to the Colorado Workforce Center, 140 N. Commercial St, Trinidad, CO 81082. Please submit a resume along with the application. First application review will be April 15, 2016 however applications will be accepted and reviewed until the position is filled.